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Green

Stuff!



every Crop's a . . .

CASH CROP

Green Stuff . . .



It takes GREEN STUFF in your pocket to produce GREEN STUFF in your fields.

The green stuff in your pocket is CASH. It pays for the machinery, labor, seed, fertilizer, insecticides—everything needed to make a crop. Today's production costs make EVERY crop a CASH crop.

The green stuff in the field is your business. It's your way of MULTIPLYING the CASH in your pocket—if all goes well.

BUT—what if all doesn't go well and, through causes beyond your control, the green stuff in your field is destroyed or severely damaged?

You'll be a two-time loser because the green stuff from your pocket won't be coming back . . . UNLESS you protect your pocket green stuff against this common fate. You can do this through the modern medium of INSURANCE.

To put it another way—you can lose your crop, but YOU NEED NOT LOSE THE MONEY INVESTED IN IT! You cannot end a drought nor stop a storm; insects may overwhelm; plant diseases may defy all treatment. But none of these can rob you of money spent on your crop if you protect it with a FEDERAL ALL-RISK CROP INSURANCE POLICY. Through time-honored insurance principles an FCI policy guards the money you spend to make a crop—the GREEN STUFF in your pocket. This protection covers all natural, unavoidable hazards, and extends from planting through harvest—the most critical period on any farm.

Why not join with other farmers in the SOUND BUSINESS PRACTICE of insuring the CASH spent to produce against uncontrollable losses? There's a crop insurance program in your county. It's a good, sound insurance for you that makes the "all-or-nothing" way of farming obsolete by putting the green stuff back in your pocket any year that Mother Nature beats down your attempt to multiply it.

The agent whose name appears below can tell you about CROP INSURANCE and how you can become a partner in a united stand against crop destroyers.

FEDERAL CROP INSURANCE CORPORATION
U. S. Department of Agriculture